PSE 101 Teleconference
July 1, 2014

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Teleconference Communication Options:

1. By Telephone – Call XXXXXXXXXXXXXX (Please mute when not speaking)
2. By Go To Webinar – Please type-in questions in Chat Box or use microphone to speak if one is available on your computer.

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PUBLIC HEALTH INSTITUTE

PSE 101: Introduction to the Fundamentals of Policy, System, Environment (PSE) Change in Your Jurisdiction

Webinar

Tuesday, July 1, 2014

10:30 am – 12:00 pm

Why PSE?

- BIGGER BANG!

PSE supports can reinforce or accelerate the benefits of education

Make the healthy choice the easy or easier choice

Why PSE?

- GREATER REACH

Affect large numbers of people (especially "systems" change)

Why PSE?

- PREVENTION FOCUSED

Can help address underlying problem(s)

Why PSE?

- SUSTAINED IMPACT

Arguably more sustainable than delivery of a program

Why PSE? Exciting time

- New opportunities under HHFK* Act
  - Nutrition education and obesity prevention
  - Comprehensive, multi-level interventions
  - Community and public health approaches
  - Evidence-based

- New ways of doing business
  - Partnerships and collaborations
  - Community engagement
  - Evidence is building

*Healthy Hunger Free Kids Act of 2010

Who is on the call? (Poll)

- Have you started your PSE work?

- I've participated in a PSE initiative/ I have not

Call Topics

- What is SNAP-Ed PSE?
- Planning Your SNAP-Ed PSE
- Preparing Your SNAP-Ed PSE
- Best Practice Sharing
  - Norma Vail, Health Collaborative, Fresno Co.
- PSE Evaluation
- Q & A/Wrap-up

What is SNAP-Ed PSE?

Policies include rules, regulations, ordinances, and procedures designed to guide behavior. Policy can lead to environmental change.

- Community ordinance allowing residents to plant community gardens in vacant lots
- School allowing use of facilities for recreation during non-school hours (joint use policies)

What is SNAP-Ed PSE?

Systems changes alter "how we do business" across a network of agencies, providers, or institutions.

- Creating a network of referrals and linkages between SNAP eligibility offices and SNAP-Ed classes
- Electronic systems that prompt medical providers to "prescribe" fruits and vegetables

What is SNAP-Ed PSE?

Environmental interventions include changes to the physical, social, or economic environments.

- Opening a farm stand at a local welfare office
- Improving stairwell access and appeal
- Consulting with faith-based or cultural leaders to create healthier food and beverages for religious or cultural observances

5 SOLUTIONS FOR CHANGING OUR COMMUNITIES
INTEGRATE PHYSICAL ACTIVITY EVERY DAY IN EVERY WAY.
STRENGTHEN SCHOOLS AS THE HEART OF HEALTH.
MARKET WHAT MATTERS FOR A HEALTHY LIFE.
EAT WELL!
ON THEIR OWN, ANY ONE OF THESE FIVE SOLUTIONS MIGHT HELP SPEED UP PROGRESS IN PREVENTING OBESITY, BUT TOGETHER, THEIR EFFECT WOULD BE REINFORCED, AMPLIFIED, AND MAXIMIZED.
MARKET
FRESH PRODUCE AVAILABLE!
ACTIVATE EMPLOYERS AND HEALTH CARE PROFESSIONALS.
MAKE HEALTHY FOODS AVAILABLE EVERYWHERE.

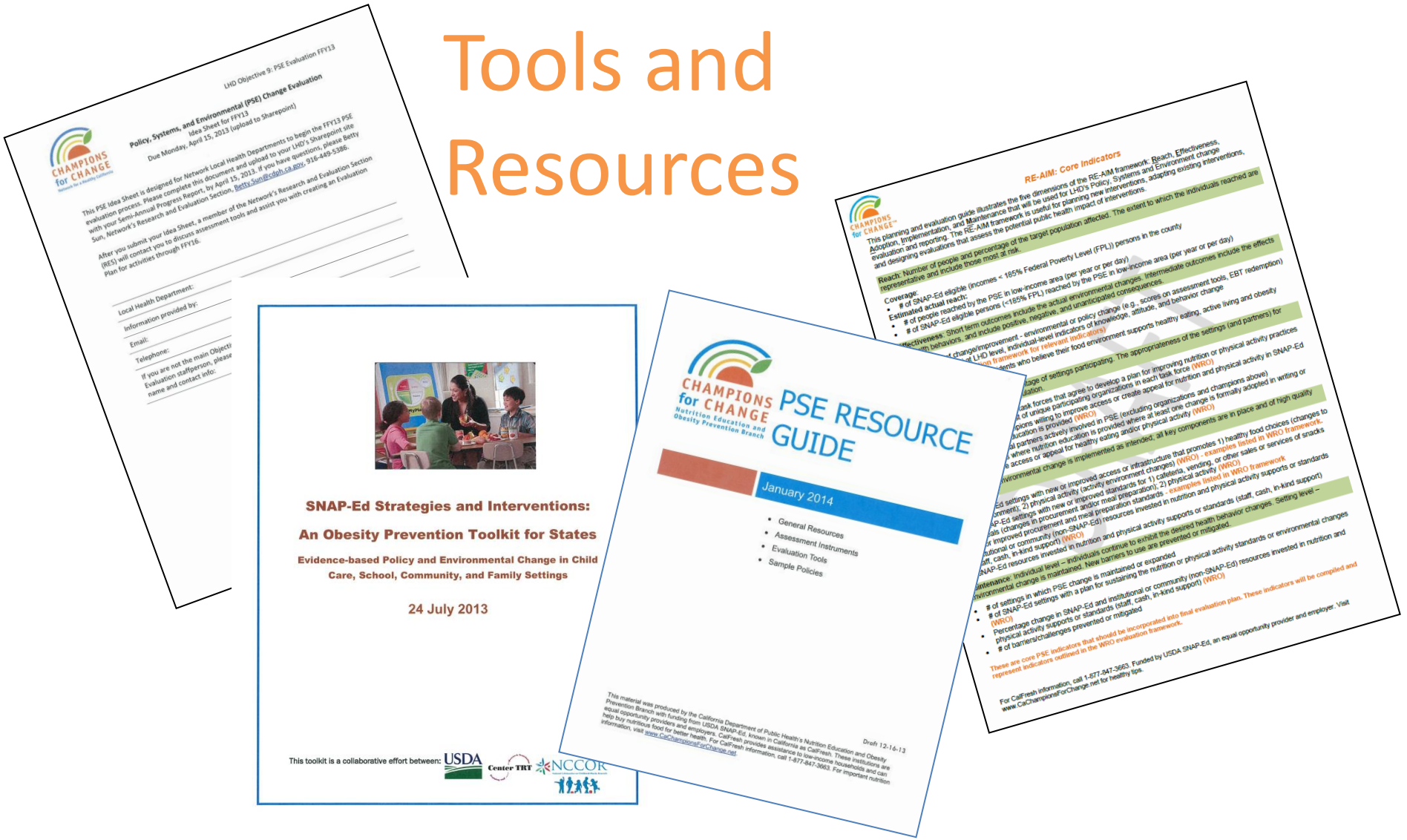
Planning Your SNAP-Ed PSE

- NEOPB Top 13 PSE Strategies
- PSE Tools and Resources

NEOP PSE Top 13 Strategies

- Early Childhood
- School Wellness
- Farm to Fork/Farm to School
- Joint Use
- Healthy Corner Store
- Restaurants and Neighborhood Vendors
- Structured Physical Activity
- Community and School Gardens
- Worksite Wellness
- Safe Routes to School
- Farmers' Markets
- Healthy Beverage Standards
- Healthy Food and Beverage Standards (youth-serving organizations)

Tools and Resources



Preparing for SNAP-Ed PSE

- Data-informed/community assessment
- Community-driven
- Partner-supported
- Multi-level, comprehensive
- Integrated/supported by other SNAP-Ed activities
- Sustainable

Data-informed

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Network for a Healthy California

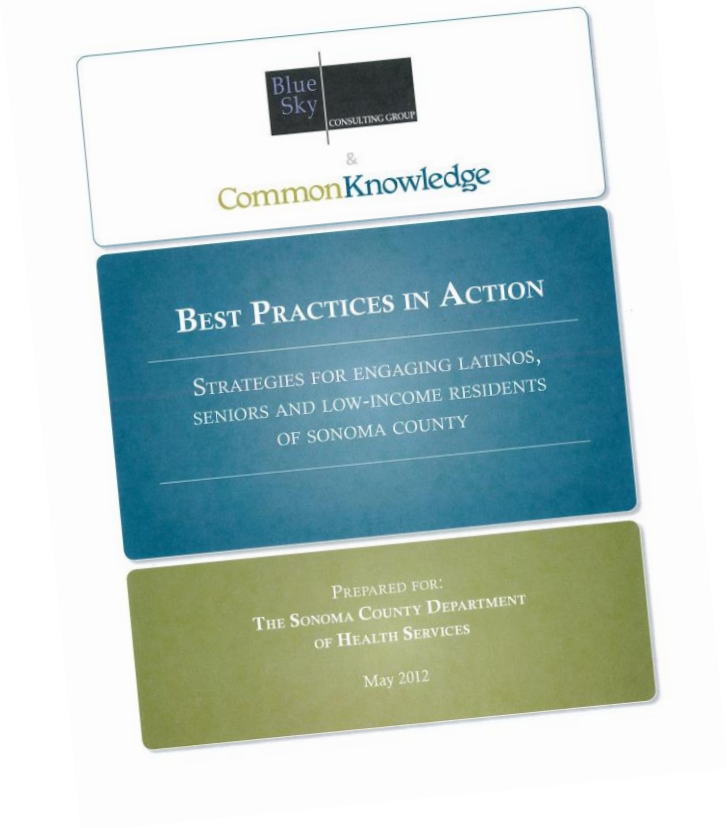
CDPH

Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention (CX ^{3})©

CX^{3}

Tools & Methods

Community-driven



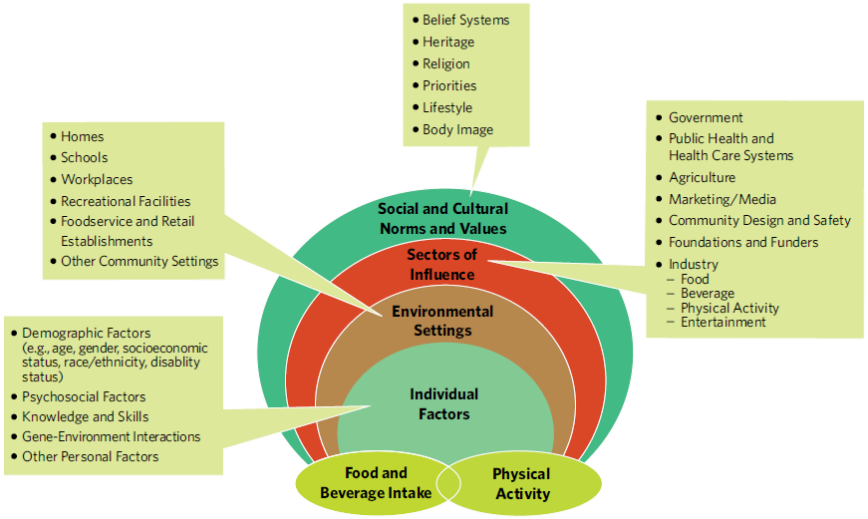
Partner-supported

- Complement, not duplicate, other obesity prevention and nutrition education activities
- Work with partners to support related activities that are not SNAP-Ed allowable

Market Match provides incentives to CalFresh customers at Bay Area farmers' markets to allow them to stretch their food dollars while improving their diets.

Multi-level and comprehensive

FIGURE 6 1: A Social Ecological Framework for Nutrition and Physical Activity Decisions



Integrated with other SNAP-Ed activities

Harvest of the Month

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Sustainable

Farmers' Market Sustainability Plan

- Norma Vail, Program Coordinator
  - Health Collaborative, Fresno County

PSE Evaluation

Deliverable 4: LHDs' Grant Agreement

Deliverable 4	**As applicable, report on successful implementation of Policy/ Systems/ Environmental Change (PSE) processes, including reach, effectiveness (outcomes), adoption, implementation, maintenance, and challenges faced, means used to overcome them, and next steps.** **Include copy/description of policy change enacted, system altered and/or photographs of environmental change made to improve access to healthy foods and beverages and to improve opportunities for physical activity.**

RE-AIM and SNAP-Ed PSEs

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Why RE-AIM?

We want PSE strategies to:

- REACH large numbers of people, especially those who can most benefit
- be widely ADOPTED in different settings
- be consistently IMPLEMENTED as intended with moderate levels of training and expertise
- produce replicable and long-lasting effects and be MAINTAINED at reasonable cost

Core RE-AIM Indicators

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RE-AIM: Core Indicators

This planning and evaluation guide illustrates the five dimensions of the RE-AIM framework: Reach, Effectiveness, Adoption, Implementation, and Maintenance that will be used for LHD's Policy, Systems and Environment change evaluation and reporting. The RE-AIM framework is useful for planning new interventions, adapting existing interventions, and designing evaluations that assess the potential public health impact of interventions.

Reach: Number of people and percentage of the target population affected. The extent to which the individuals reached are representative and include those most at risk.

Coverage:
- # of SNAP-Ed eligible (incomes < 185% Federal Poverty Level (FPL)) persons in the county

Estimated actual reach:
- # of people reached by the PSE in low-income area (per year or per day)
- # of SNAP-Ed eligible persons (<185% FPL) reached by the PSE in low-income area (per year or per day)

Effectiveness: Short term outcomes include the actual environmental changes. Intermediate outcomes include the effects on health behaviors, and include positive, negative, and unanticipated consequences.

- Indicator of change/improvement - environmental or policy change (e.g., scores on assessment tools, EBT redemption)
- As determined at LHD level, individual-level indicators of knowledge, attitude, and behavior change (See WRO evaluation framework for relevant indicators)
- # (%) of low-income residents who believe their food environment supports healthy eating, active living and obesity prevention (WRO)

Adoption: The number and percentage of settings participating. The appropriateness of the settings (and partners) for reaching/engaging the target population.

- # and list of organizational task forces that agree to develop a plan for improving nutrition or physical activity practices or standards and # and list of unique participating organizations in each task force (WRO)
- # and type of local champions willing to improve access or create appeal for nutrition and physical activity in SNAP-Ed sites where nutrition education is provided (WRO)
- # and list of other local partners actively involved in PSE (excluding organizations and champions above)
- # SNAP-Ed settings where nutrition education is provided where at least one change is formally adopted in writing or practice to improve access or appeal for healthy eating and/or physical activity (WRO)

Implementation: Environmental change is implemented as intended; all key components are in place and of high quality (fidelity).

- # of SNAP-Ed settings with new or improved access or infrastructure that promotes 1) healthy food choices (changes to food environment); 2) physical activity (activity environment changes) (WRO) - examples listed in WRO framework.
- # of SNAP-Ed settings with new or improved standards for 1) cafeteria, vending, or other sales or services of snacks and meals (changes in procurement and/or meal preparation); 2) physical activity (WRO)
- New or improved procurement and meal preparation standards - examples listed in WRO framework
- Institutional or community (non-SNAP-Ed) resources invested in nutrition and physical activity supports or standards (staff, cash, in-kind support) (WRO)
- SNAP-Ed resources invested in nutrition and physical activity supports or standards (staff, cash, in-kind support)

Maintenance: Individual level – individuals continue to exhibit the desired health behavior changes. Setting level – environmental change is maintained. New barriers to use are prevented or mitigated.

- # of settings in which PSE change is maintained or expanded
- # of SNAP-Ed settings with a plan for sustaining the nutrition or physical activity standards or environmental changes (WRO)
- Percentage change in SNAP-Ed and institutional or community (non-SNAP-Ed) resources invested in nutrition and physical activity supports or standards (staff, cash, in-kind support) (WRO)
- # of barriers/challenges prevented or mitigated

These are core PSE indicators that should be incorporated into final evaluation plan. These indicators will be compiled and represent indicators outlined in the WRO evaluation framework.

For CalFresh information, call 1-877-847-3663. Funded by USDA SNAP-Ed, an equal opportunity provider and employer. Visit www.CaChampionsForChange.net for healthy tips.

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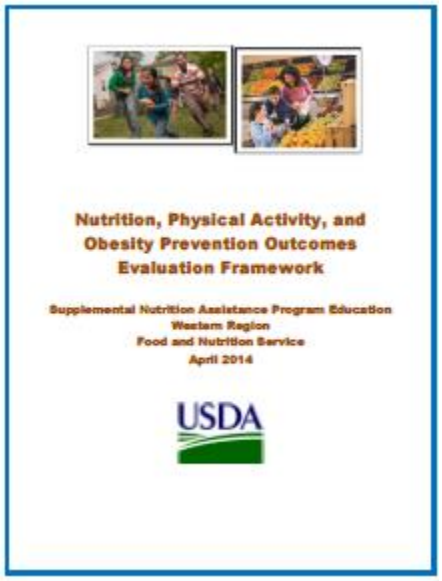
Integrated with WRO SNAP-ED Evaluation Framework



http://snap.nal.usda.gov/snap/WesternRegionEvaluationFramework.pdf

RE-AIM Planning and Evaluation Guides

- One guide for each of the NEOPB Top 13 PSE strategies
- Core indicators are identified with a *
- Final product: customized evaluation plan that includes core indicators plus indicators selected by LHD
  - Work with Research and Evaluation Section liaison to customize
  - Will report on these annually using a Microsoft Access form

Questions/Wrap-up

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